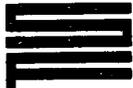


l **B A R T**
ba

SYMBOL MANUAL



SUNDBERG · FERAR
INDUSTRIAL DESIGNERS

June 7, 1971

Mr. B. R. Stokes
General Manager
Bay Area Rapid Transit District
800 Madison Street
Oakland, California 94607

Re: BART Symbol Manual

Dear Mr. Stokes:

In accordance with our contract we are pleased to transmit to you a detailed manual covering present and possible future uses of the adopted BART symbol -- the lower case ba.

In final design, the lower case ba with the capital letters BART in the upper right-hand corner represent a strong new symbol which will certainly become an internationally known and respected transit mark.

We suggest that you make widespread distribution of this manual, both within your organization and to outside agencies and individuals who might have reason to apply the mark. Because of the precision of the overlapping b and a and because of the need for the mark to be placed in a rectangle in certain applications, we strongly suggest that you exercise great control over all mark applications, both hardware and non-hardware.

It has been a pleasure to refine such a strong new transit symbol.

Very truly yours,

SUNDBERG-FERAR, INC.

Carl W. Sundberg
President

cc: G. L. McDonald
cc: R. A. Heck

/dh

PURPOSE

The purpose of this manual is to set forth a system for the use of the BART System Symbol. It is important that the Bay Area Rapid Transit District project a consistent image to the public it serves. For this to take place all those persons employing the symbol must follow and reinforce the directions set forth in this manual.

THE BART SYSTEM LOGO & SYMBOL

The BART mark, be it in color or in black and white, must be well-delineated, bold and unambiguous to the reader, viewer or patron.

The mark's principal function is to serve the general public by identifying District staff, equipment and facilities of interest to the general public.

Wherever the public needs no reminding of the District's presence (e. g. , station interiors), the mark is superfluous, obtrusive and undesirable.

The mark should not be in close proximity to other graphics.

THE SYMBOL Page

- A. Two color against white 1
- B. Two color against other than white 2
- C. One color usage 3
- D. Alternate one color usage 4
- E. Special tool stamp usage 5
- F. Incorrect usage 6

COLOR STANDARDS

REPRODUCTION ART

- A. Grid scale symbol 1
- B. Grid scale symbol with background shape 2
- C. Color separation of symbol 3

STATIONERY AND FORMS

- A. Symbol and type relationship 1
- B. Stationery 2
- C. Typists guide to stationery 3
- D. Envelope and calling card 4
- E. Examples of typical forms 5-6
- F. News release 7
- G. Seal 8
- H. Poster and map application 9
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SIGNAGE

Page

- A. Station identification (minor sign) 1
- B. Combined use 2
- C. Building identification 3

VEHICLE IDENTIFICATION

- A. Car and truck 1
- B. Transit car 2

UNIFORM IDENTIFICATION

- A. Patch 1
- B. Badge 2
- C. Hard hat 3

TWO COLOR SYMBOL

The symbol for the Bay Area Rapid Transit District as illustrated above is designed to be used in two colors on a white background, or in black on a white background. If used on any color other than white, then it should be used in the controlled white shape as shown on page #2 of this section.

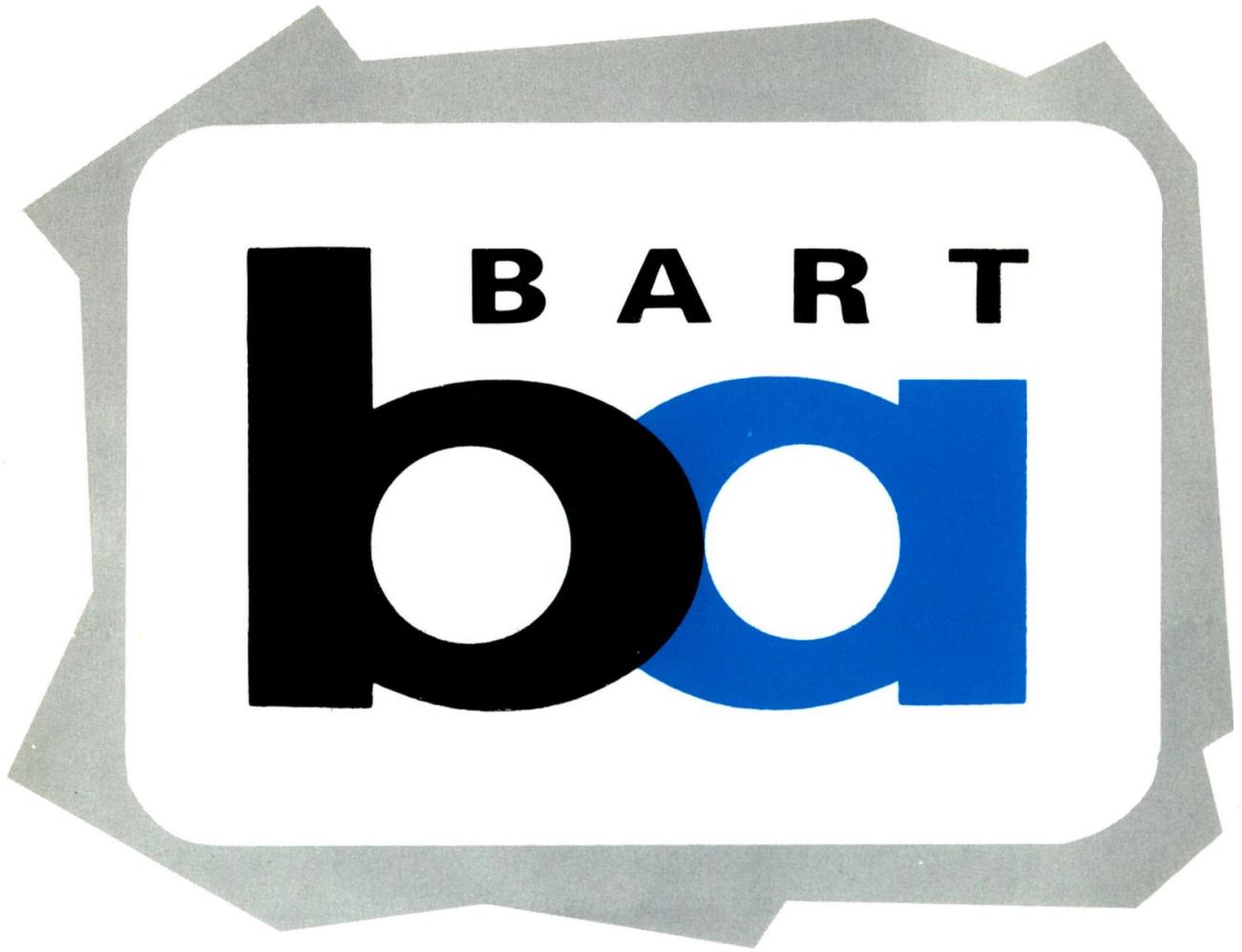
EXCEPTION

The two color symbol may, in special cases such as the transit car or identification badges, be used on a silver background without the background shape.

BART
b**a**

TWO COLORS ON OTHER THAN WHITE

Whenever the symbol is used against any color other than white, the white background shape should be used as illustrated to separate the symbol from background color. Use of the shape is also recommended in signage or display applications where the symbol is suspended in space.



ONE COLOR USAGE

The symbol may be reproduced in black and white on a white background in which case the "a" or lighter area is reproduced in a 55% tone of black. When used on any other than white background the white shape, as illustrated in this section of this manual on page #2, should be used.

BART
ba

ALTERNATE ONE COLOR USAGE

The symbol may be used as shown with the "a" being reproduced in outline instead of the 55% tone of grey. This version is not preferred.

BART
bod

TOOL IDENTIFICATION

In applications where the symbol must be stamped into metal for identification purposes such as tool stamps it may be used in the form shown. This is the only way in which the symbol may be used in outline form.



BART
boat

INCORRECT USAGE

The examples illustrated show forms in which the symbol should not be used.

1. Two color symbol on other than white background without background shape.
2. Entire symbol reproduced in outline. The only exception is the tool stamp.
3. Entire symbol reproduced in one solid color.
4. Colors reversed.
5. Combination of outline and color.

Circulate

d

BAY AREA RAPID TRANSIT DISTRICT
814 Mission Street, San Francisco, California

JEB to keep

WB

VW VAW

CD

JB

MEMORANDUM

August 9, 1971

To: Assistant General Manager-Administration
Assistant General Manager-Operations and Engineering
Assistant General Manager-Planning and Public Service

Department Heads

From: General Manager

Subject: Logo Manual

Attached is your copy of the Sundberg-Ferar Logo Manual.

Effective immediately, it is to dictate whatever use you make of the symbol adopted by the Board of Directors. It is critical to the success of the mark that the manual be adhered to in every instance.

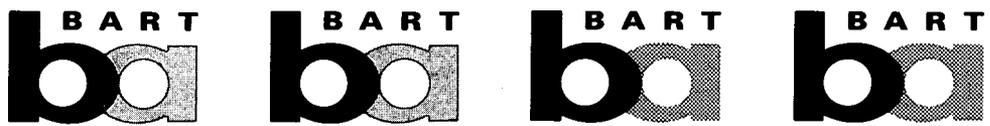
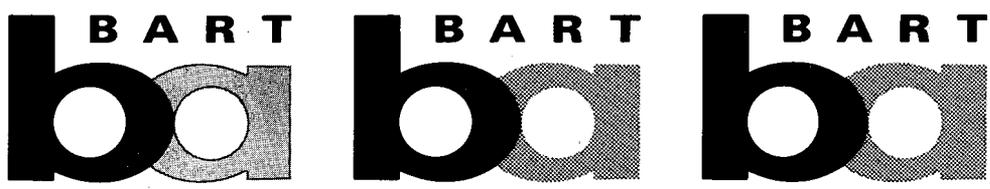
I am transmitting a copy of the Logo Manual to all of the governmental agencies with an interest in BART design, so you can expect these people to be aware of our desires in this regard.

In order that we maintain strict control within our own organization, I am appointing W. R. McCutchen, our Chief of Design, to approve any and all hardware applications of the mark. I am appointing G. L. McDonald, Director of Public Relations, to approve any and all non-hardware applications of the mark.

Please discuss your particular problems with these two people.


B. R. Stokes

BRS:ht



Bay Area Rapid Transit – BART



Bay Area Rapid Transit – BART



Bay Area Rapid Transit – BART



Bay Area Rapid Transit – BART





BAY AREA RAPID TRANSIT DISTRICT
 800 Madison Street
 Oakland, California 94607
 Telephone 465-4100

Bernard ✓

Bronner

May 31, 1972

GEORGE M. SILLIMAN
 PRESIDENT

To: BART Logo Manual Recipients

WILLIAM H. CHESTER
 VICE PRESIDENT

From: W. R. McCutchen, Chief of Design

B. R. STOKES
 GENERAL MANAGER

Subject: BART Color Standards

DIRECTORS

Wherever the color standard reference number 14na of Container Corporation of America's Color Harmony Manual is specified in the BART Symbol Manual, the following two reference numbers of other manufacturers are considered equivalent:

ALAMEDA COUNTY

Plochere #723

ARNOLD C. ANDERSON

Glidden #A-211-D

RICHARD O. CLARK

H. R. LANGE

GEORGE M. SILLIMAN

Wherever the color standard reference number 13 $\frac{1}{2}$ pn is specified in the BART Symbol Manual, the following reference numbers are considered equivalent:

CONTRA COSTA COUNTY

Plochere #657

NELLO J. BIANCO

Pantone #296

JAMES P. DOHERTY

DANIEL C. HELIX

JOSEPH S. SILVA

SAN FRANCISCO COUNTY

FRANK N. ALIOTO

WILLIAM C. BLAKE

WILLIAM H. CHESTER

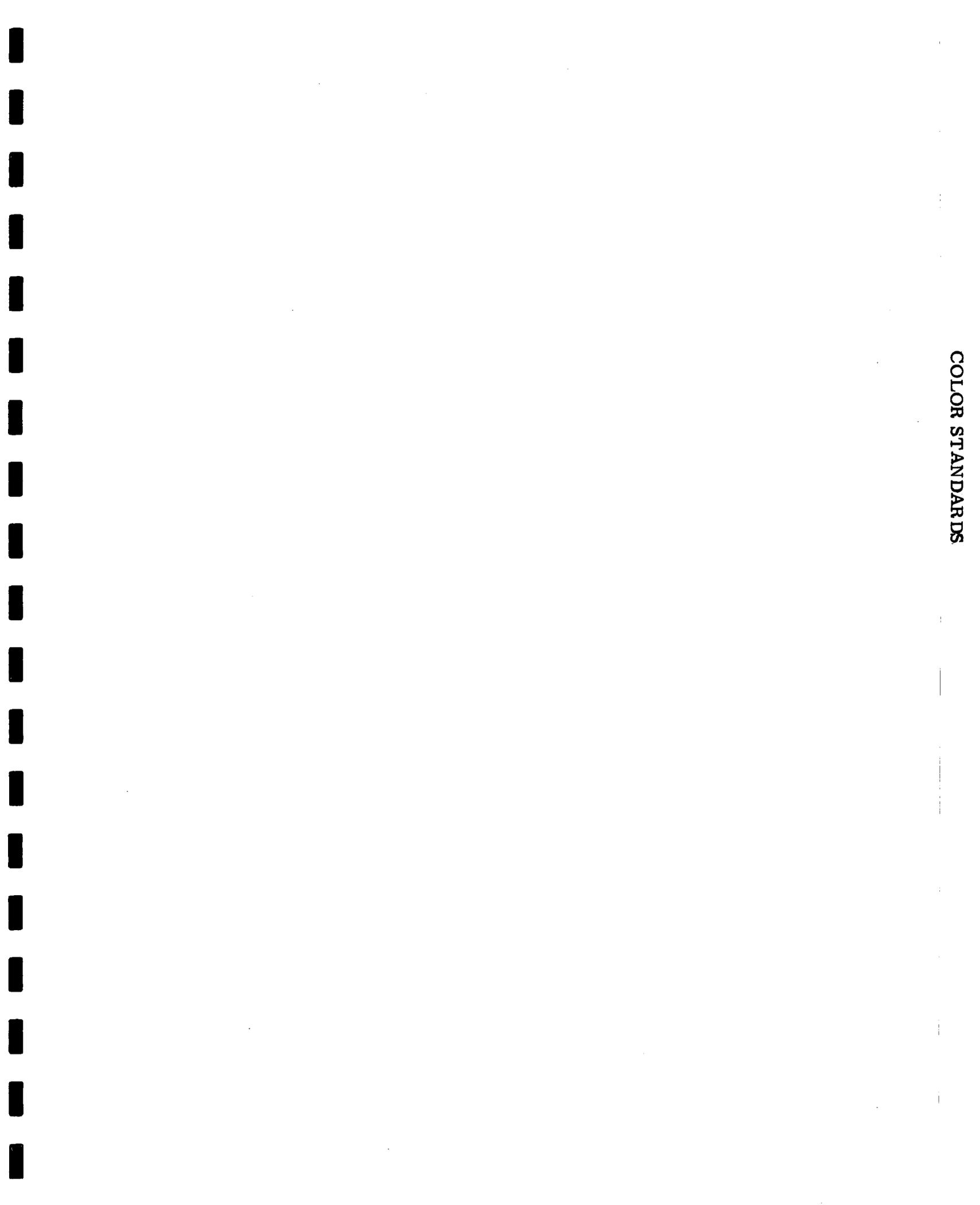
WILLIAM M. REEDY

W. R. McCutchen
 W. R. McCutchen

WRMcC:bg

cc: L. B. Ferolie
 T. B. Maule (PBTB)





COLOR STANDARD

The color reference numbers below refer to the Container Corporation of America Color Harmony Manual.

Container Corporation of America
645 North Michigan Avenue
Chicago, Illinois 60611

B A R T
b

All applications other than stationery and printed forms	13 1/2 pn
Stationery and printed forms	Black

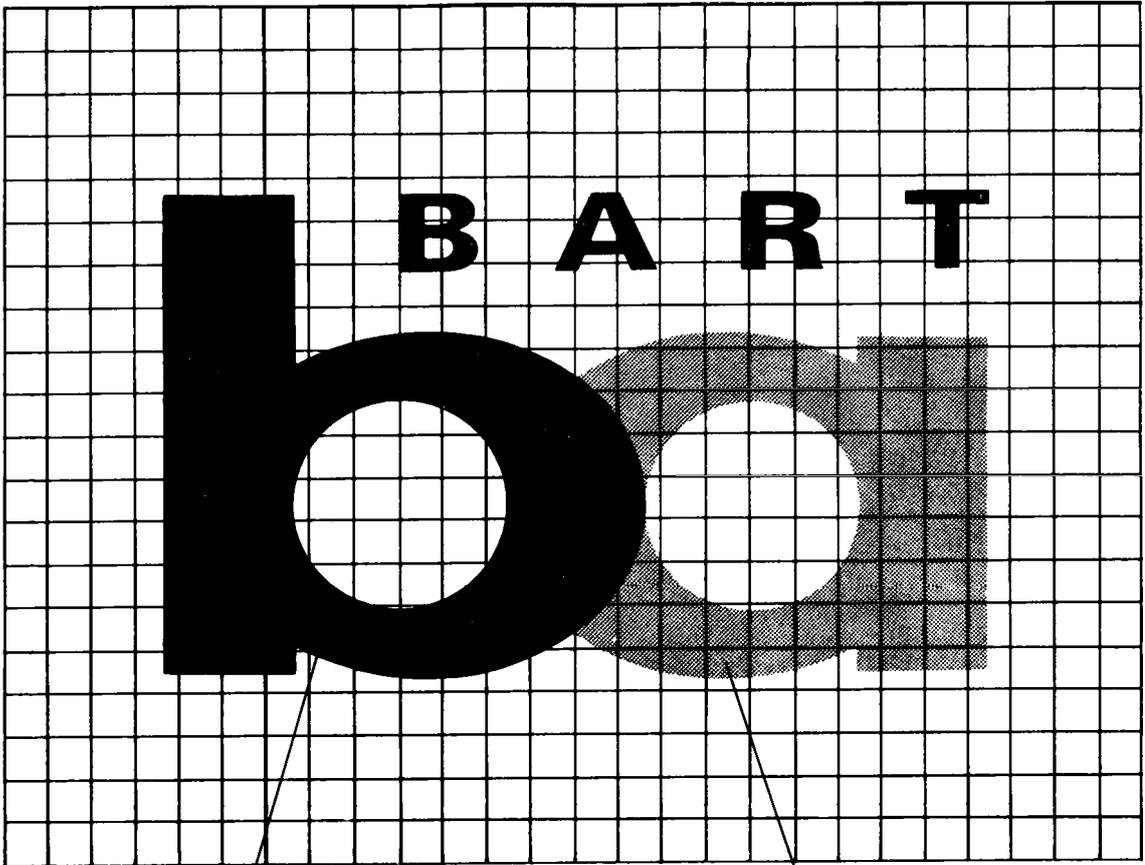
In all instances the lower case "b" and "BART" will be the same color.

a

In all applications other than black and white	14 na
--	-------

In special applications, such as building plaques, the symbol may be reproduced in bronze or aluminum. The "b" and "BART" being bright finish and the "a" in brushed finish.

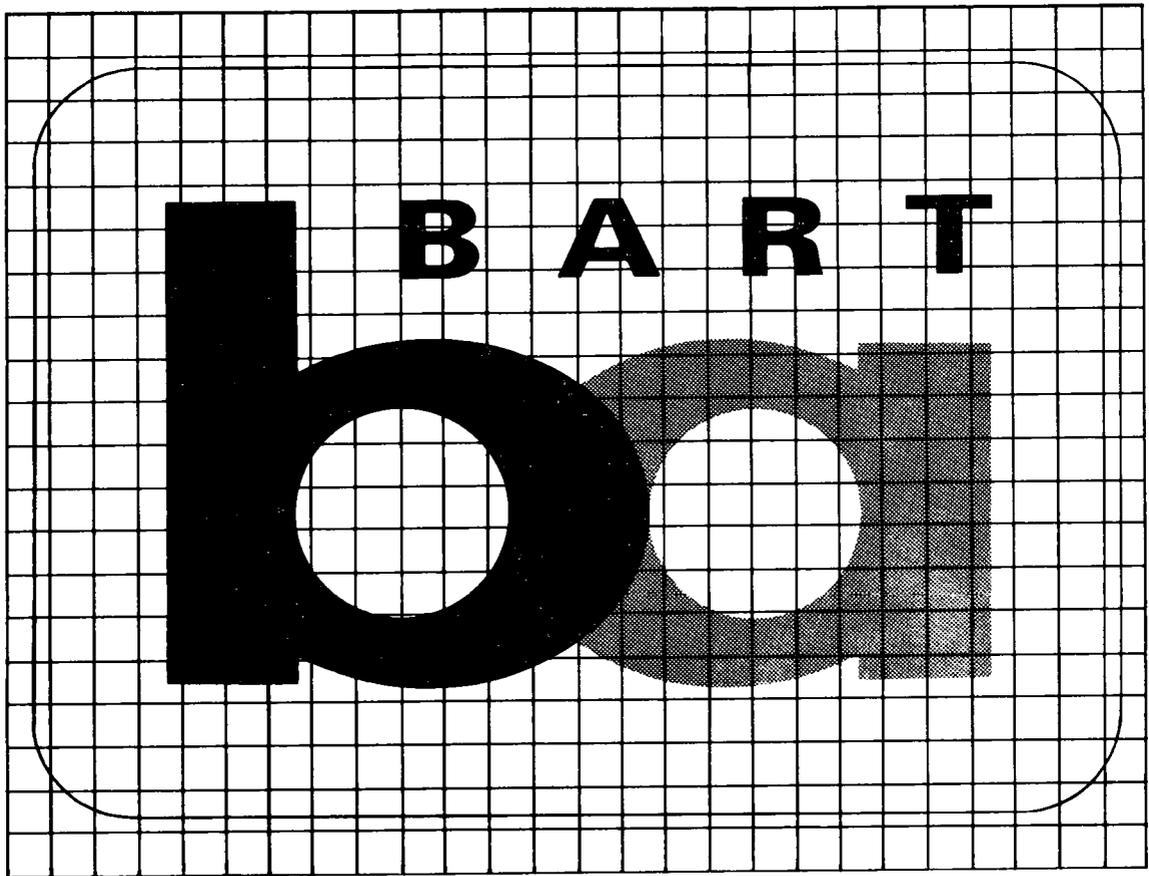
GRID SCALE WITH SYMBOL



SOLID BLACK

55% TONE OF BLACK

GRID SCALE WITH SYMBOL AND BACKGROUND SHAPE



COLOR SEPARATION OF SYMBOL



b **B A R T**



a



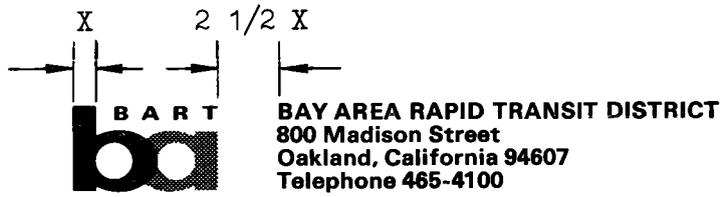
TYPOGRAPHY

The symbol when used in conjunction with the system title and address as in stationery or any printed forms should be used as indicated on the following pages.

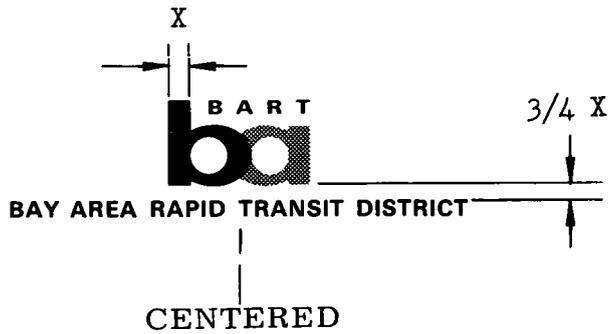
The system name is in UNIVERS #65 upper case and the address is in both upper and lower case.

SYMBOL AND TYPE RELATIONSHIPS

Illustrated are the forms in which the symbol should be used in conjunction with the system title and address.



FOR USE WITH FULL ADDRESS



FOR USE WITHOUT ADDRESS

STATIONERY LETTERHEAD



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

JAMES P. DOHERTY
PRESIDENT

GEORGE M. SILLIMAN
VICE PRESIDENT

B. R. STOKES
GENERAL MANAGER

DIRECTORS

ALAMEDA COUNTY

ARNOLD C. ANDERSON
RICHARD O. CLARK
H. R. LANGE
GEORGE M. SILLIMAN

**CONTRA COSTA
COUNTY**

NELLO J. BIANCO
JAMES P. DOHERTY
STANLEY T. GRYDYK
JOSEPH S. SILVA

**SAN FRANCISCO
COUNTY**

WILLIAM C. BLAKE
WILLIAM H. CHESTER
GARLAND D. GRAVES
WILLIAM M. REEDY

TYPISTS GUIDE TO STATIONERY



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

JAMES P. DOHERTY
 PRESIDENT

June 7, 1971

GEORGE M. SILLIMAN
 VICE PRESIDENT

Mr. B. R. Stokes
 General Manager
 Bay Area Rapid Transit District
 800 Madison Street
 Oakland, California 94607

B. R. STOKES
 GENERAL MANAGER

Re: BART Symbol Manual

DIRECTORS

Dear Mr. Stokes:

ALAMEDA COUNTY

ARNOLD C. ANDERSON
 RICHARD O. CLARK
 H. R. LANGE

In accordance with our contract we are pleased to transmit to you a detailed manual covering present and possible future uses of the adopted BART symbol -- the lower case ba.

GEORGE M. SILLIMAN

In final design, the lower case ba with the capital letters BART in the upper right-hand corner represent a strong new symbol which will certainly become an internationally known and respected transit mark.

CONTRA COSTA COUNTY

NELLO J. BIANCO
 JAMES P. DOHERTY
 STANLEY T. GRYDYK
 JOSEPH S. SILVA

We suggest that you make widespread distribution of this manual, both within your organization and to outside agencies and individuals who might have reason to apply the mark. Because of the precision of the overlapping b and a and because of the need for the mark to be placed in a rectangle in certain applications, we strongly suggest that you exercise great control over all mark applications, both hardware and non-hardware.

SAN FRANCISCO COUNTY

WILLIAM C. BLAKE
 WILLIAM H. CHESTER
 GARLAND D. GRAVES
 WILLIAM M. REEDY

Very truly yours,

BAY AREA RAPID TRANSIT DISTRICT

John R. Thornton
 Director of Sales

cc: R. A. Heck

/dh

ENVELOPE AND CALLING CARD



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

KAY SPRINGER JAYNES
PUBLIC RELATIONS ASSISTANT

TYPICAL FORMS



EMPLOYEE NAME	SOCIAL SECURITY NO.	POSITION	SHIFT
CC	LOC	P.P.	DATE
DATE	POSITION CODE	PAY CODE	HOURS
			AMOUNT
BART BAY AREA RAPID TRANSIT DISTRICT			
THE TIME CLAIMED IS CORRECT			
EMPLOYEE			
TIMEKEEPER			
SUPERVISOR			
TOTAL REGULAR JOB STRAIGHT TIME HOURS			00
TOTALS			



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

No. 1643

MATERIAL RECEIVING REPORT

Purchase Contract No. _____ Date _____ The date MRR prepared _____
 Shipper's Name Supplier or Vendor City and State material received from _____
 Transportation Co. & Truck Number _____ F.O.B. Point _____
 Delivering Carrier Railway Line Co. & Rail Car Number Waybill No. If available
 Condition of Shipment: Good Order Damaged Over, Short or Damaged Report No. If OS&D is required
 Remarks: In your own words report any broken packing crates --
If receiving machinery or equipment, note any oil leaks etc.

ITEM	QUANTITY RECEIVED	DESCRIPTION OF ITEMS	ORDERED	OVER	SHORT	DAMAGED
1	How Many	GIVE A BRIEF BUT THOROUGH DESCRIPTION OF ITEM OR ITEMS RECEIVED, NOTE THE SERIAL NUMBER, MANUFACTURE MODEL OR TYPE: OR ANY IMPORTANT MIGHT BE USED TO DESCRIBE THIS ITEM IN WITH WHAT WAS COMPLETE" OR "L SHIPMENT" MUST ALWAYS APPEAR ON EVERY MRR.	How Many			
2						

BART BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

MAIL INVOICES IN DUPLICATE TO ABOVE ADDRESS
ATTN: ACCOUNTING DIVISION

CONTRACT NO. OR AGREEMENT REF. DEPT. REG. NO. ACCOUNT NO. DATE:

PURCHASE ORDER
NUMBER

DELIVER TO ↓

00073
BARTCO BUSINESS FORMS
OAKLAND, CALIF.

FORM NO. C-11

BART BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

INVOICE

DATE _____

REFERENCE NUMBER _____

INVOICE NO. _____
(PLEASE REFER TO INV. NO. WHEN MAKING INQUIRIES)

BART BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100
Returns and Forwarding Postage Guaranteed

BART BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100
Returns and Forwarding Postage Guaranteed

BART BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

GENERAL FUND WARRANT CHECK N° 10704

DATE _____ CHECK NO. _____ AMOUNT _____

PAY TO THE ORDER OF _____

484 CALIFORNIA STREET
WELLS FARGO BANK
SAN FRANCISCO, CALIFORNIA

⑆ 210⑉0024⑆900⑆ 581024⑆

DATE	REFERENCE	AMOUNT

PLEASE DETACH THIS REMITTANCE ADVICE BEFORE DEPOSITING CHECK

THE ATTACHED CHECK IS IN PAYMENT OF THE ITEMS LISTED ABOVE



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

CONTROL INFORMATION

JOB NAME		JOB NO.
DATE SUBMITTED	DATE DUE	DATE RETURNED
SOURCE	CARD TYPE	

BATCH CONTROL CARD

CONTROL TOTAL (COL. 46-55)	BATCH NO. (COL. 77-78)	(COL. 80)
		8

Form 6003 (Rev. 4/65)
Formerly Form C-12



BAY AREA RAPID TRANSIT DISTRICT

AUTHORIZED DELEGATION TO APPROVE INVOICES AND CHECK REQUESTS

SECTION A - IDENTITY OF AUTHORIZED SIGNATURE

Authority is Delegated to Approve
Invoices and Check Requests as follows:

Department	Name
Position	

SECTION B - SPECIFIC AUTHORIZATION

Type of Expenditure

NOTE: APPROVALS UNDER THIS DELEGATION MUST BE
OTHERWISE SPECIFIED, FOR ONLY INVOICE A

SECTION C - DEPARTMENT MANAGER'S APPROVAL

Department or Function
Effective Date

Special Instructions

1. Fill out Sections A, B, C.
2. Define each authorization carefully. Must include dollar limitation. Example: "Check Request for \$1000."
3. Fill out one (1) form for each delegate.
4. Prepare in triplicate: Original to Controller, 1 copy for Department file.

NEWS RELEASE



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

G. L. McDONALD
PUBLIC RELATIONS



BLUE CROSS®
HEALTH PLAN

NEWS RELEASE



BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

G. L. McDONALD
PUBLIC RELATIONS

SYSTEM SEAL

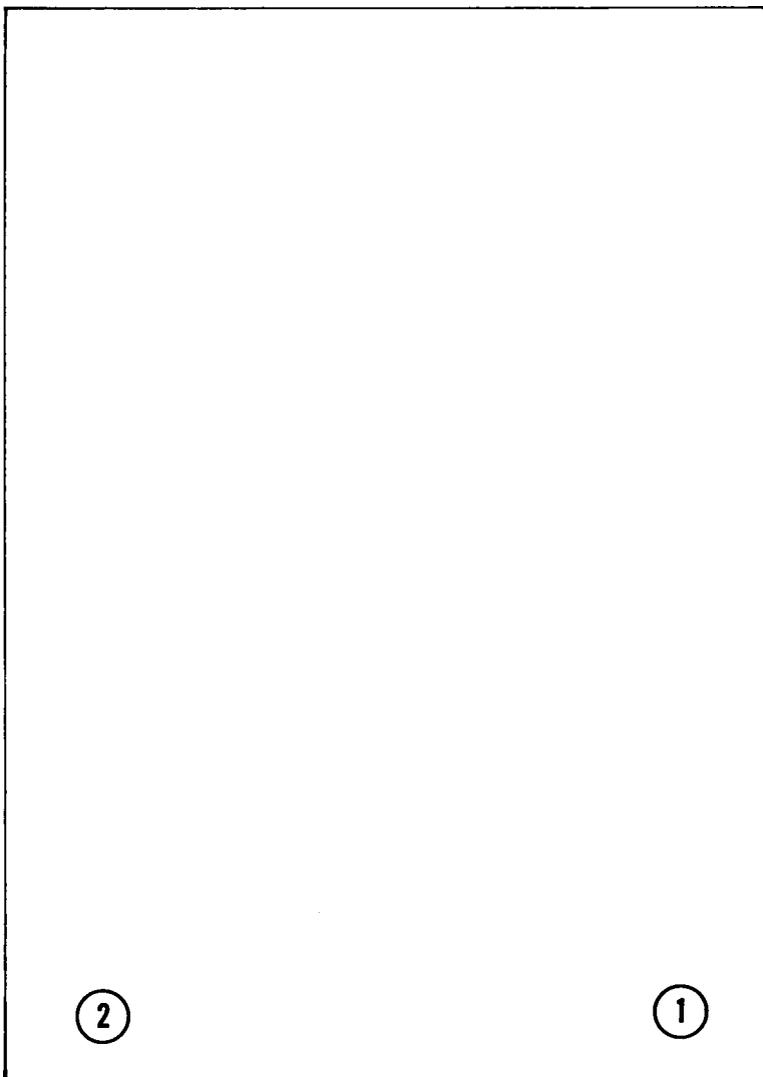


POSTER AND MAP APPLICATION OF SYMBOL

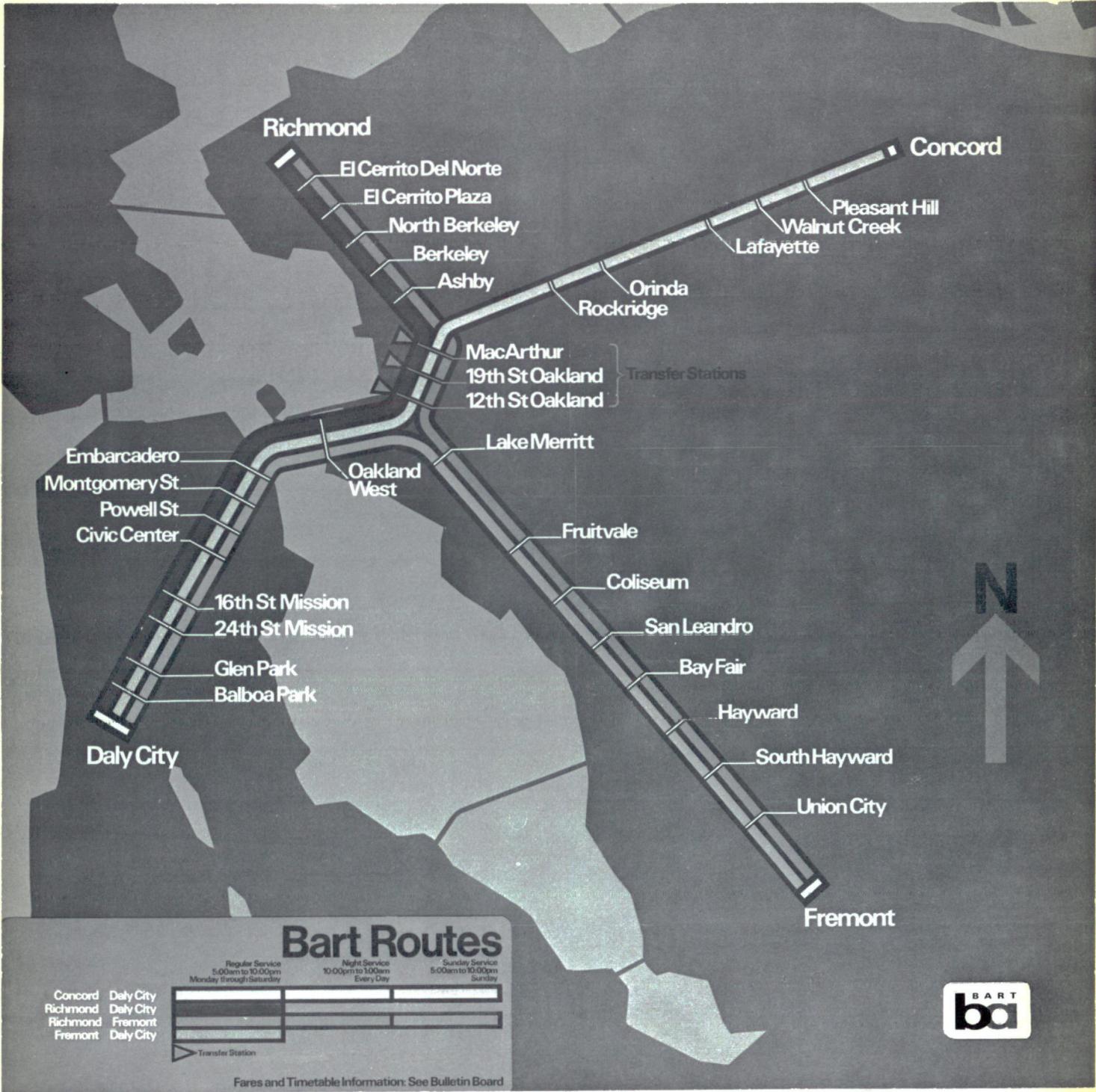
The symbol should be used as shown on maps and posters. Exact location is not specified because of the variation of formats, but the symbol should be isolated from any other graphic elements and should stand by itself.

#1 Preferred location

#2 Alternate location



MAP APPLICATION



Richmond

Concord

El Cerrito Del Norte

El Cerrito Plaza

North Berkeley

Berkeley

Ashby

Orinda

Rockridge

Pleasant Hill

Walnut Creek

Lafayette

MacArthur

19th St Oakland

12th St Oakland

Transfer Stations

Lake Merritt

Embarcadero

Montgomery St

Powell St

Civic Center

Oakland West

Fruitvale

Coliseum

16th St Mission

24th St Mission

San Leandro

Glen Park

Balboa Park

Bay Fair

Hayward

Daly City

South Hayward

Union City

Fremont



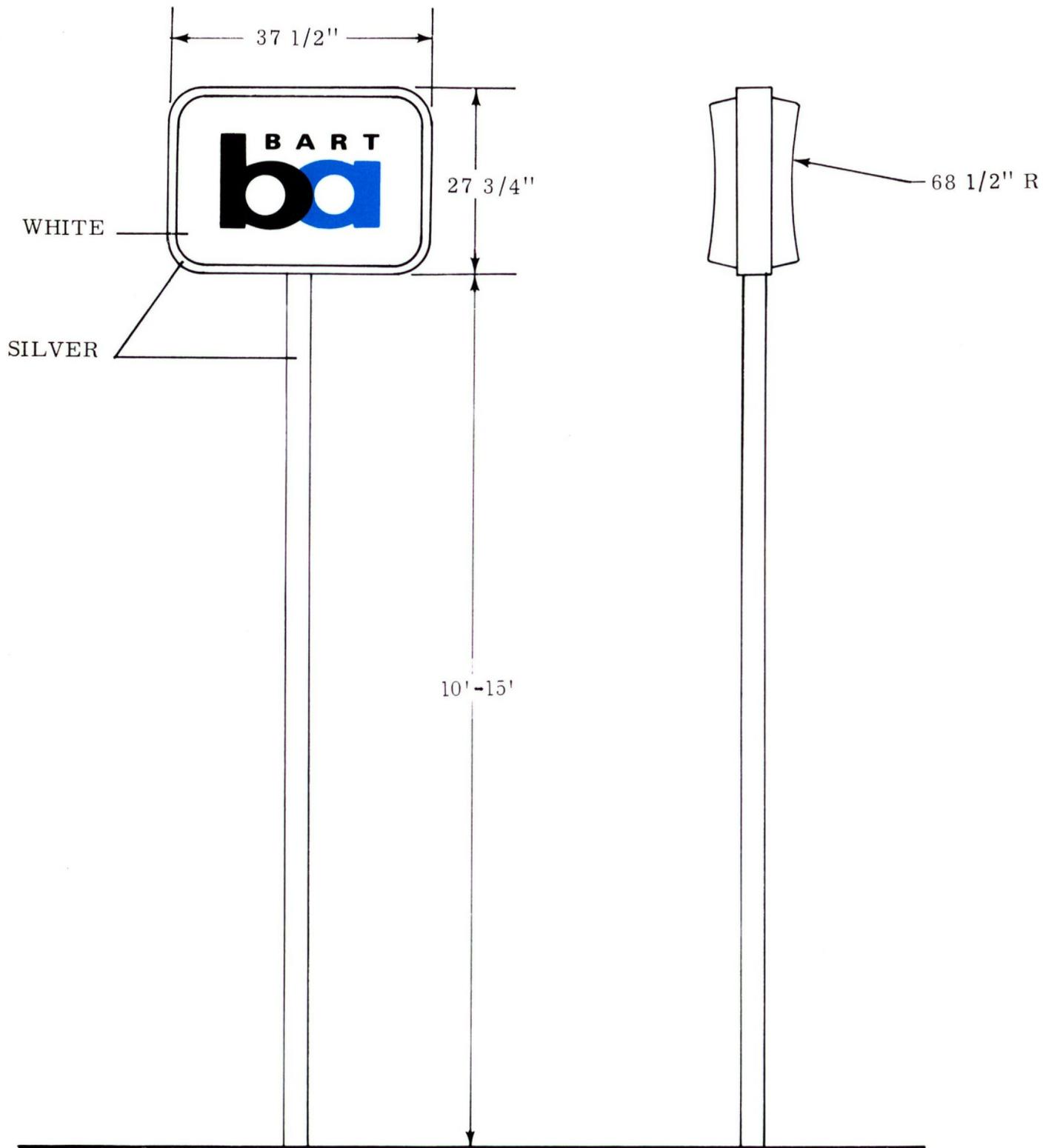
SIGNAGE

The following pages illustrate the approved sign styles for the system symbol.

The purpose of these signs is to identify and guide the passenger to the BART station.

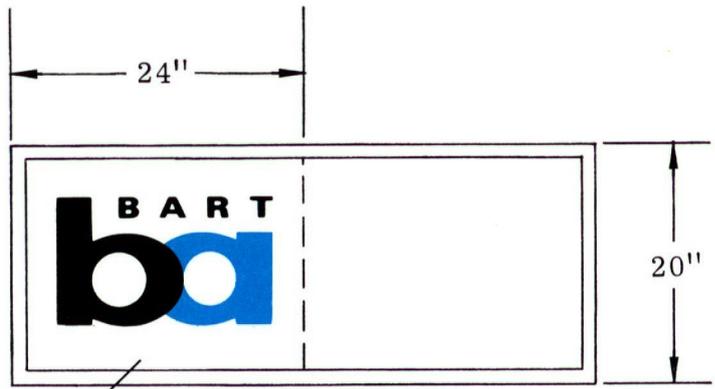
STATION IDENTIFICATION SIGN (MINOR)

The minor sign is designed to be used to define and identify station entrances to passengers in the immediate vicinity.



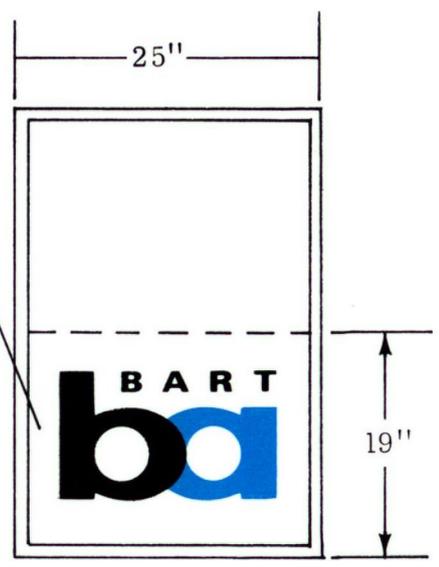
STATION IDENTIFICATION (COMBINED USE)

When the symbol is used in conjunction with another symbol or message on a sign not illustrated in this manual it should have its own field or background of white as illustrated.



HORIZONTAL FORMAT

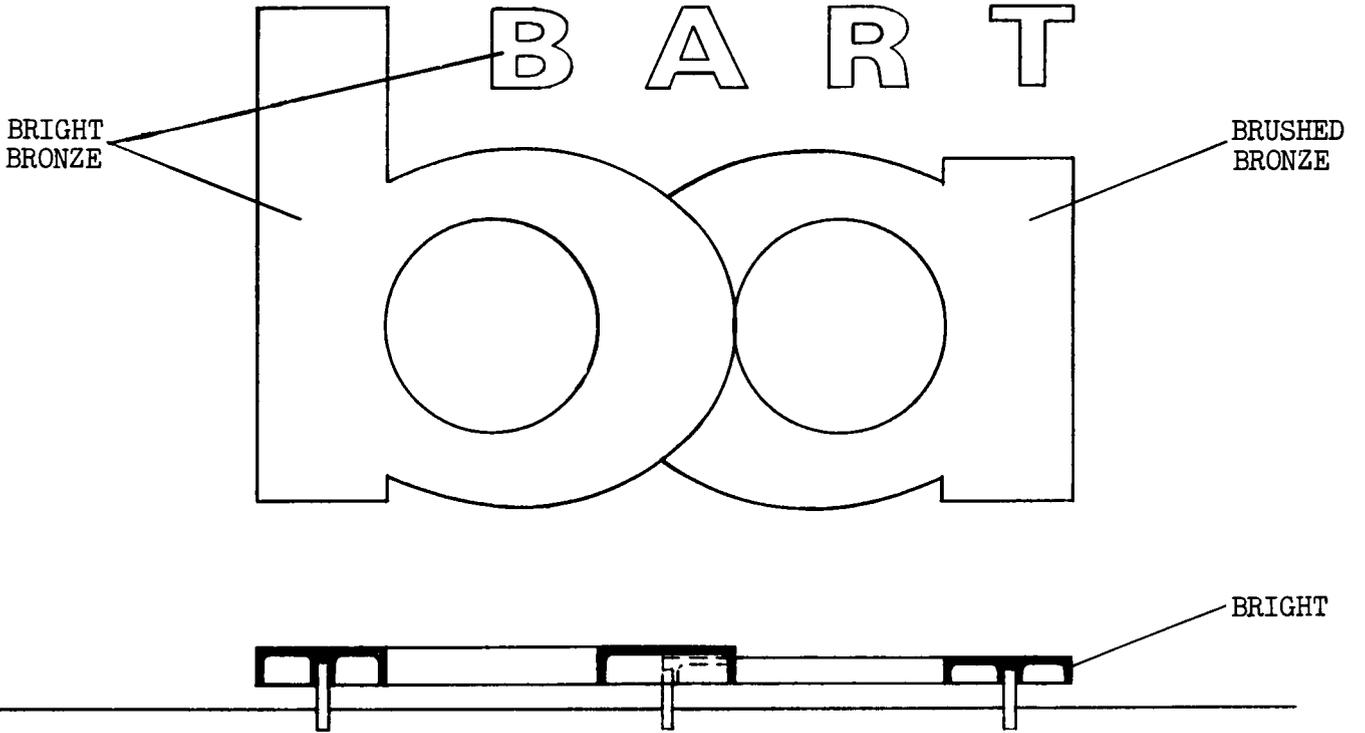
WHITE FIELD



VERTICAL FORMAT

BUILDING PLAQUE

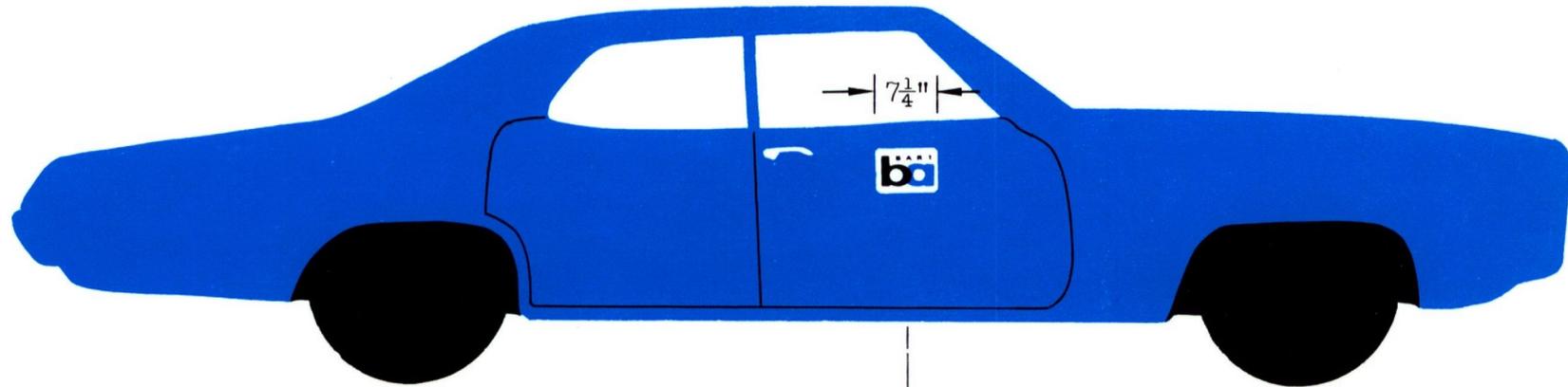
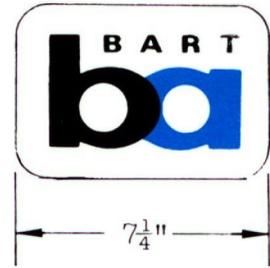
The building identification plaque is designed to be used as required to identify the buildings other than stations related to the system.



VEHICLE IDENT.

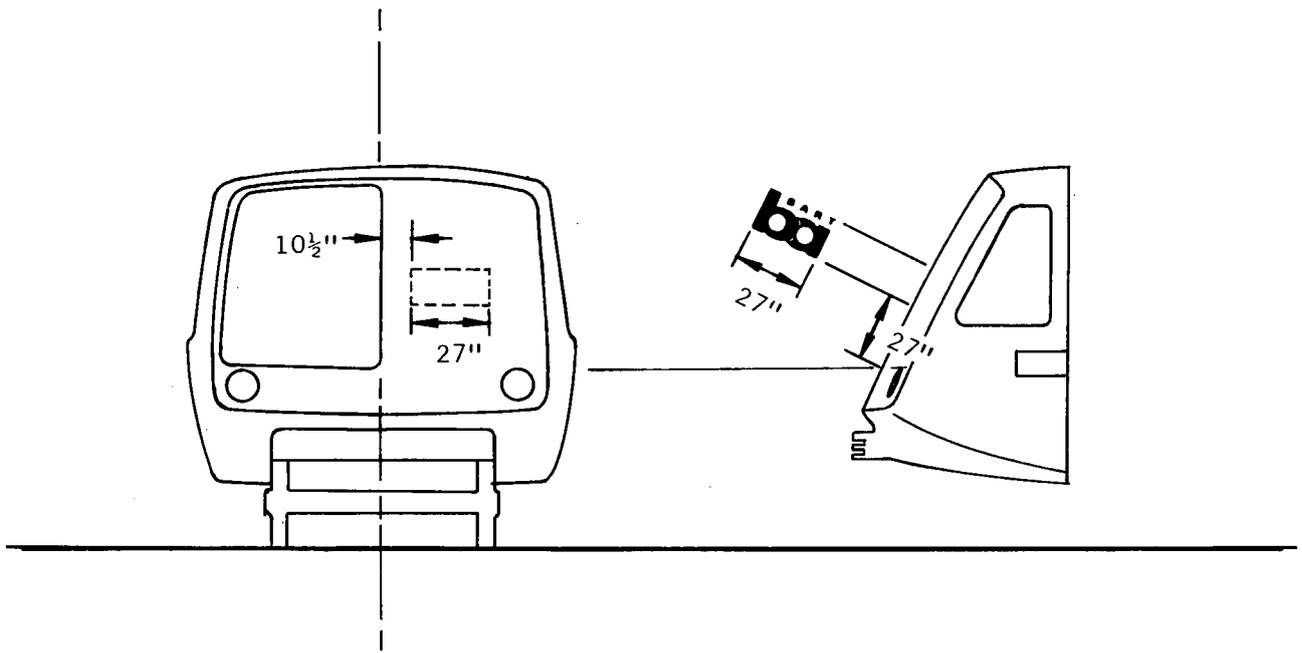
VEHICLE IDENTIFICATION

The symbol should be used as shown on vehicles, centered on the door panel, approximately 3" below the window.



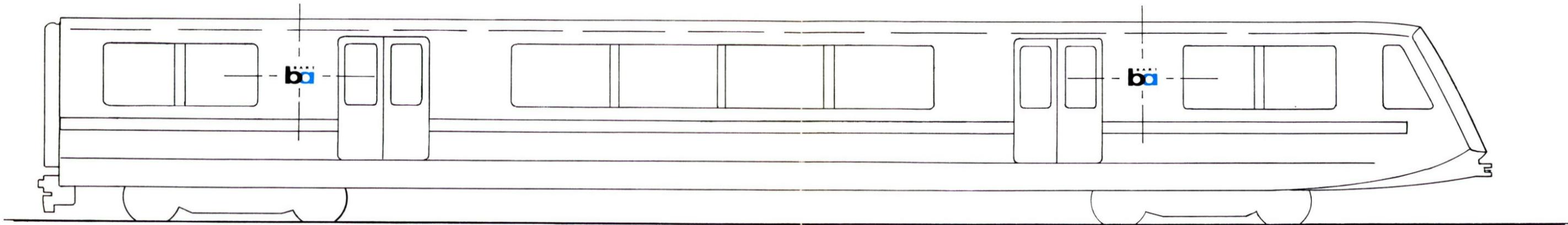
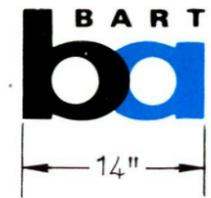
CENTER OF DOOR

TRANSIT CAR IDENTIFICATION



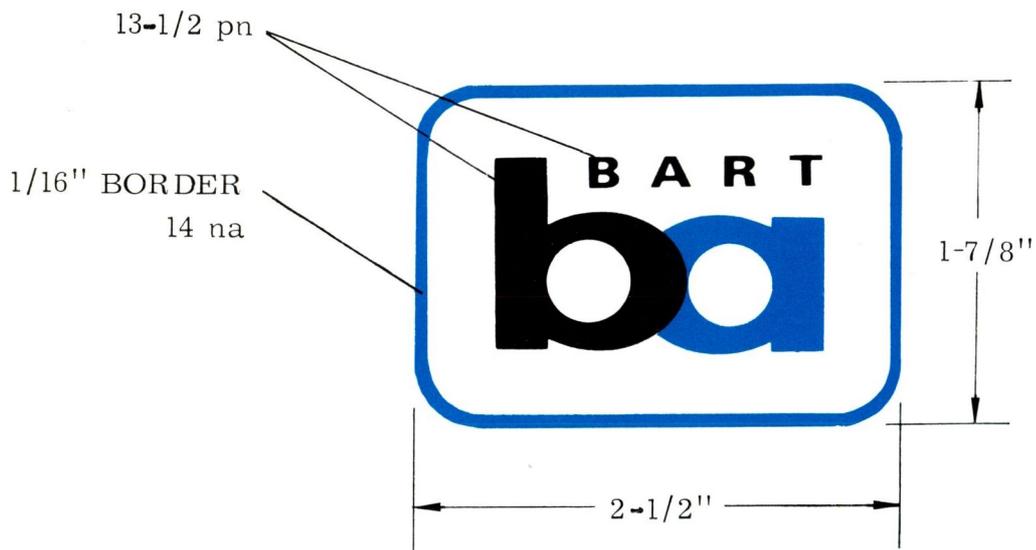
TRANSIT CAR IDENTIFICATION

TRANSIT CAR IDENTIFICATION



UNIFORM IDENT.

UNIFORM IDENTIFICATION PATCH



LOCATION:

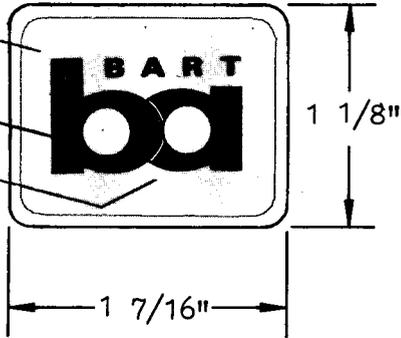
1/4" ABOVE & CENTERED ON
THE LEFT BREAST POCKET

IDENTIFICATION BADGE

BRUSHED
SILVER

13½ PN

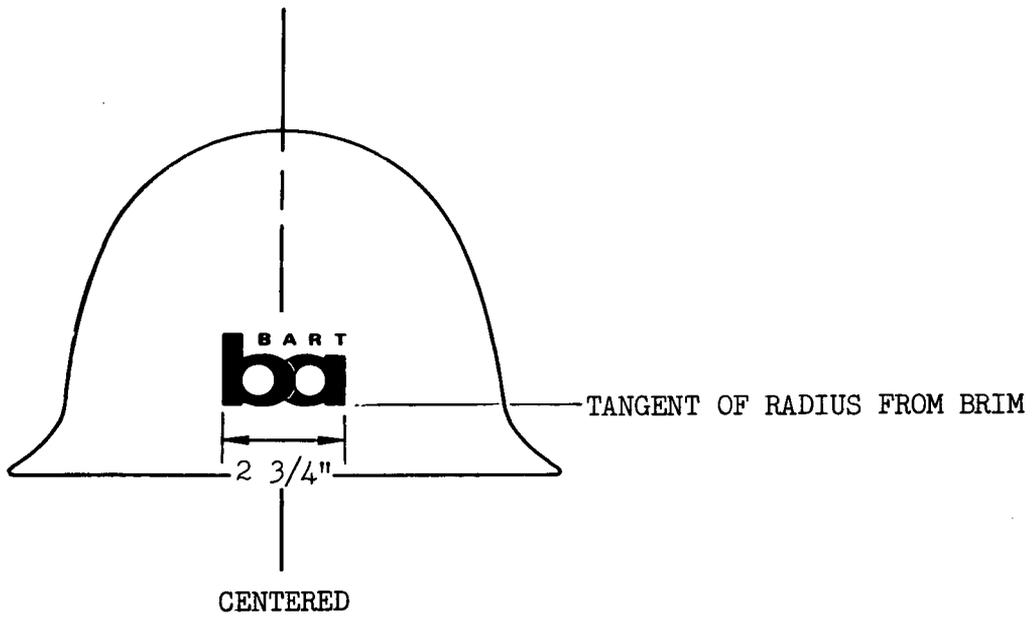
14 NA



BRIGHT



HARD HAT IDENTIFICATION



BART BART BART
ba ba ba

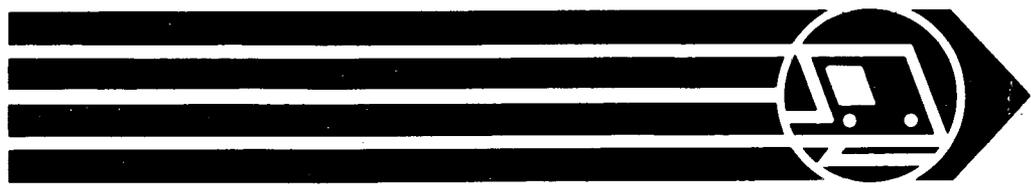
BART BART BART
ba ba ba

BART BART BART
ba ba ba

BART BART BART BART
ba ba ba ba

BART BART BART BART BART BART
ba ba ba ba ba ba

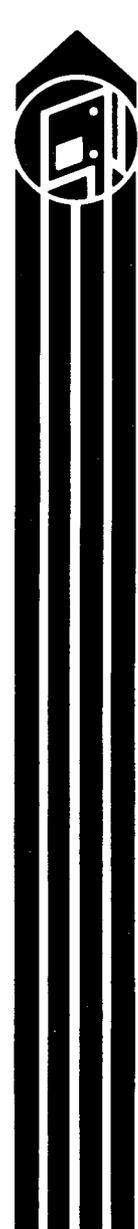
BART BART BART BART BART BART BART
ba ba ba ba ba ba ba



Bay Area Rapid Transit – BART



Bay Area Rapid Transit – BART



Bay Area Rapid Transit – BART



Bay Area Rapid Transit – BART



BART
ba

BART
ba

BART
ba

BART
BART
BART
BART
BART

